

I Claim:

1. An aqueous multiphase cleansing composition having a multiphase appearance with at least two visibly distinct phases, said composition comprising:

- a) 2 to 15 wt-% of a surfactant selected from the group consisting of alkyl ether sulfate and salts thereof, alkyl sulfate and salts thereof and mixtures thereof;
- b) 0 to 15 weight percent of a betaine selected from the group consisting of an alkyl betaine, an alkylamido betaine, and mixtures thereof;
- c) 0 to 15 weight percent of a cosurfactant selected from the group consisting of an alkyl ether carboxylic acid or sodium salt thereof, an acyl glutamate, acylisethionate and salts thereof, amide ether sulfate salts, amphoacetates, alkanesulfonate salts and mixtures thereof;
- d) 2 to 30 weight percent of a humectant comprising a polyethylene glycol;
- e) 12 to 20 weight percent of a salt selected from the group consisting of magnesium sulfate, sodium chloride, potassium chloride, sodium citrate, sodium sulfate, magnesium chloride, and mixtures thereof;

wherein all percentages are based on a total weight of said cleansing composition, wherein said cleansing composition is essentially free of a thickener or a detergent builder, and wherein the aqueous multiphase cleansing composition forms a single application phase on agitation and upon suspension of the agitation, the single application phase returns to the multiphase appearance within 12 hours.

2. The aqueous multiphase cleansing composition of claim 1, wherein the betaine comprises 2 to 10 weight percent of said composition.
3. The aqueous multiphase cleansing composition of claim 1, wherein the betaine comprises 2 to 5 weight percent of said composition.
4. The aqueous multiphase cleansing composition of claim 1, wherein the cosurfactant is selected from the group consisting of an alkyl ether carboxylate, an acryl glutamate, and mixtures thereof.
5. The aqueous multiphase cleansing composition of claim 1, wherein the betaine is selected from the group consisting of cocoamido propyl betaine, cocobetaine, and mixtures thereof.
6. The aqueous multiphase cleansing composition of claim 1, wherein a ratio of the betaine to the cosurfactant is equal to or greater than 0.33:1.
7. The aqueous multiphase cleansing composition of claim 1, wherein the multiphase appearance has 3 visibly distinct phases and wherein the cosurfactant is selected from the group consisting of sodium laureth-13 carboxylate, trideceth-7 carboxylate, and mixtures thereof.

8. The aqueous multiphase cleansing composition of claim 1, wherein the cosurfactant is sodium cocyl glutamate, and a ratio of the betaine to the cosurfactant is greater than 1.5:1, to form 3 visibly distinct phases.

9. The aqueous multiphase cleansing composition of claim 1, wherein the cosurfactant is sodium laureth-13 carboxylate, and a ratio of the betaine to the cosurfactant is greater than 1.1:1, to form 3 visibly distinct phases.

10. The aqueous multiphase cleansing composition of claim 1, wherein the cosurfactant is trideceth-7 carboxylic acid, and a ratio of the betaine to the cosurfactant is greater than 0.33:1, to form 3 visibly distinct phases.

11. The aqueous multiphase cleansing composition of claim 1, wherein the aqueous multiphase cleansing composition has 3 visibly distinct phases.

12. The aqueous multiphase cleansing composition of claim 1, further comprising a skin conditioner selected from the group consisting of a polyethylene glycol having a molecular weight in excess of 11,000, polypropylene terephthalate, a quaternary ammonium conditioning polymer, and mixtures thereof.

13. The aqueous multiphase cleansing composition of claim 1, further comprising an adjuvant selected from the group consisting of fragrances, dyes, antioxidants, chelating agents, moisturizers, active agents, preservatives, skin conditioners, and mixtures thereof.

14. The aqueous multiphase cleansing composition of claim 1, wherein the single application phase is selected from the group consisting of a liquid, a dispersion, and a foam.

15. A method for producing a single application phase from an aqueous multiphase cleansing composition having a multiphase appearance, said method comprising agitating the multiphase cleansing composition having at least two visibly distinct phases to provide the single application phase, wherein the multiphase cleansing composition comprises:

- i) 2 to 15 wt-% of a surfactant selected from the group consisting of alkyl ether sulfate salts, alkyl sulfate salts and mixtures thereof;
- ii) 0.01 to 15 weight percent of a betaine selected from the group consisting of an alkyl betaine, an alkylamido betaine, and mixtures thereof;
- iii) 0 to 15 weight percent of a cosurfactant selected from the group consisting of an alkyl ether carboxylic acid or sodium salt thereof, an acyl glutamate, acylisethionate and salts thereof, and mixtures thereof;
- iv) 2 to 30 weight percent of a humectant comprising a polyethylene glycol;
- v) 12 to 20 weight percent of a salt selected from the group consisting of magnesium sulfate, sodium chloride, potassium chloride, sodium citrate,

sodium sulfate, magnesium chloride, and mixtures thereof, wherein all percentages are based on a total weight of said cleansing composition, wherein said cleansing composition is essentially free of a thickener or a detergent builder, and wherein the aqueous multiphase cleansing composition forms a single application phase on agitation and upon suspension of the agitation, the single application phase returns to the multiphase appearance within 8 hours.

16. The method of claim 15, wherein the agitation takes place in a non-aerosol pump dispenser when pressure is applied to said dispenser.

17. The method of claim 15 further comprising allowing the single application phase to stand for a time sufficient for said single application phase to return to the multiphase appearance.

18. The method of claim 15, wherein the time is sufficient to return to the multiphase appearance is less than 4 hours.

19. A method for cleansing human skin or hair comprising contacting the human skin or hair with the aqueous composition of claim 1.

20. A cosmetic composition comprising the aqueous multiphase composition of claim 1.

21. A shower soap composition comprising the aqueous multiphase composition of claim 1.
22. A hand soap comprising the aqueous multiphase composition of claim 1.
23. A shampoo comprising the aqueous multiphase composition of claim 1.
24. The aqueous multiphase cleansing composition of claim 1, wherein the salts of alkyl ether sulfate and alkyl sulfate are selected from the group consisting of sodium, ammonium, potassium and mixtures thereof.
25. The aqueous multiphase cleansing composition of claim 1, wherein the salts of acylisethionate are selected from the group consisting of sodium, ammonium, potassium and mixtures thereof.
26. The aqueous multiphase cleansing composition of claim 1, wherein the salts of acylisethionate comprises sodium cocyl isethionate.